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PRESS RELEASE: FOR IMMEDIATE RELEASE

Target markets: Hollywood filmmakers, TV broadcasters, movie lovers, home theater and technology enthusiasts, and all who want the best in audio and video entertainment

A new King of TV® for 2024 is Crowned
At Value Electronics TV Shootout® Evaluation Event

Industry Experts choose Sony A95L and Bravia 9 as best TVs among flagship displays

SCARSDALE, NY (August 5, 2024) – Value Electronics, a leading independent Audio/Video retailer in Westchester County, NY, hosted its well-respected annual TV Shootout® Evaluation event on Saturday, August 3, 2024 at their showroom in Scarsdale, NY. The latest flagship TVs were brought together side-by-side to compare all picture quality attributes, with a winner crowned for "King of OLED TV" and "King of MiniLED TV" for the 2024 model year.

For the past few years, Value Electronics TV Shootout events were held primarily in New York City venues, including Jacob Javits and The Company. To celebrate the event's 20th year, Value Electronics brought its annual TV Shootout® event back to its Scarsdale, NY store where it first began.

Top performing TVs from the premium manufacturers were selected to compete in the TV Shootout, with the event divided into two main categories, OLED and MiniLED TVs. This year, the TV Shootout included 6 displays, with 3 MiniLED TVs on one side of the room, and 3 OLED TVs grouped together on the other side. All the 4K TVs in the competition were 65" screen size, including LG's G4, Samsung's S95D, Sony's A95L for the OLED TVs, and LG's QNED90T, Samsung's QN95D, and Sony's XR90 for the MiniLED TVs. Two of the new reference BVM-HX3110 Professional Mastering Monitors were used as reference monitors for comparison to show how each TV should look. All TVs were professionally calibrated to their best potential by a team of respected calibrators: DeWayne Davis and Cecil Meade. An esteemed panel of judges reviewed test patterns and content to carefully vote on the elements of picture quality.

For the OLED TV category, Sony's A95L QD OLED TV won 4 of 6 categories judged, and slightly edged out Samsung's S95D QD OLED TVs, which won the other two categories and was only a tenth of a point behind in overall average. Among MiniLED TVs, Sony's XR90 (Bravia 9) was declared "King of MiniLED TV," winning 4 of 6 categories, and slightly ahead in the overall average of scores, with the Samsung QN95D MiniLED TV close behind.

On the next day, Sunday, August 4th, experts returned to review all six competing TVs in their larger screen sizes to do preference judging for best out-of-the-box performance. Each TV was put in its best preset picture mode without professional calibration. Sony's A95L OLED TV won, followed by LG's G4 OLED TV as runner up and then Samsung's S95D OLED TV.

See results document below for detailed scoring of each category evaluated at the 2024 TV Shootout®.

About Value Electronics

Value Electronics, founded in 1998, is a custom A/V integrator with a retail showroom in the Village of Scarsdale, NY. Owners Wendy and Robert Zohn created and began sponsoring the TV Shootout evaluation event in 2004.

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Value Electronics 2024 TV Shootout® Results

Each TV was rated in these categories

OLED TVs

	Model	SDR Reference	SDR Bright Room	HDR General	HDR Dark Scenes	HDR Bright Scenes	Streaming	Overall
OLED TVs	LG OLED65G4SUB	8.7	8.7	8.8	8.2	8.4	7.3	8.4
	Samsung QN65S95D	8.9	**9.1**	8.6	**9.2**	8.9	7.8	8.8
	Sony XR65A95L	**9.1**	9.0	**9.3**	9.1	**9.1**	**7.9**	**8.9**

King of OLED TV is:
Sony XR65A95L

MiniLED TVs

	Model	SDR Reference	SDR Bright Room	HDR General	HDR Dark Scenes	HDR Bright Scenes	Streaming	Overall
MINILED TVs	LG 65QNED90T	7.5	7.5	7.9	7.2	6.7	7.1	7.3
	Samsung QN65QN95D	8.1	**8.7**	8.4	7.7	**7.7**	7.5	8.0
	Sony K65XR90	**8.3**	8.2	**8.5**	**8.1**	7.6	**7.7**	**8.1**

King of MiniLED TV is:
Sony XR65XR90

Best Out-of-the-Box Large TV:
1. Sony XR77A95L OLED TV
2. LG OLED83G4SUB OLED TV
3. Samsung QN77S95D OLED TV

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2024 TV Shootout® MC & Panel of Expert Judges

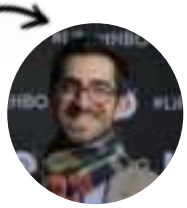
Robert Zohn is the founder and President of Value Electronics, a well-known independent a/v retailer and custom integrator in Scarsdale, NY. He started the TV Shootout evaluation event in 2004, and since then it has grown into an important industry event. Before starting Value Electronics, Zohn was a TV Broadcast Systems Engineer working for Hitachi DenishiLtd and Ikegami. He has a technical a/v background and holds several utility patents.

Jason Dustal, TV Shootout® co-host, AVPro Global, Field Trainer and ISF Instructor. He has a solid background in professional A/V and consumer electronics.

Richard Drutman, writer/producer/director at NYC based TriodePictures.com. Richard creates films for high profile clients, including *The World Trade Center*. His short films have played in festivals internationally, including *Cannes Short Film Corner* and currently developing several feature films, including true crime thriller *Heritance*.

Charlie Anderson is an award-winning cinematographer with ten feature-length films and countless music videos, commercials, and short films under his belt. Anderson got his start as a DIT in New York and quickly became one of the most in-demand DITs in the industry, known for his eye for color and attention to detail.

David Mackenzie, CEO of Fidelity in Motion, a compression and mastering facility that specializes in maximizing the quality of video delivered on home formats such as 4K Ultra HD Blu-ray. David was involved with the UHD Alliance specifications for HDR video and has acted as a consultant for several CE companies.



David Medina, Director of Encoding Services at Warner Bros Discovery. An early passion for the film industry and home theater led David to Hollywood after graduating college, where his career began as a Studio Page at Paramount Pictures. The twenty years that followed included technical roles within Post Production, Home Entertainment and Media Operations. Having previously spent time at CBS, HBO and NBCUniversal. He is ISF Level Ill certified.

Mike Osadciw is one of Canada's prominent THX/ISF Professional Video Calibrators with over 25 years of experience in consumer and professional video. He provides solutions for post-production film community, colorists, VFX artists, and editorial suites. Mike was previously a television reviewer for Canada HiFi Magazine. Mike's calibration work has helped artists and colorists shape thousands of commercials, Netflix series, and blockbuster films.

Kenneth Almestica, is Senior Director Technical Operations at Paramount Brand Creative. He is a level lll ISF calibrator. Kenneth has over 30 years experience in all facets of video, audio, graphic production, and Post Production design workflow and engineering.

Nilay Patel is a technical journalist, co-founder, and editor-in-chief of The Verge, the technology and culture brand from Vox Media. In his decade at Vox, he's grown The Verge into one of the largest and most influential tech sites, with a global audience of millions of monthly readers. Patel is a go-to expert voice in the tech space, hosting The Verge's Webby award-winning podcasts, Decoder with Nilay Patel and The Vergecast, and appearing on CNBC as a regular contributor.

John Reformato is a professional ISF Level-3 certified video calibrator & consultant. He moved into the calibration field after retiring from a 30-year career in the Bell System starting at Bell Laboratories. He held Technology and IT Director positions at Verizon. John is an Electrical Engineer and holds 23 patents in Telecommunications Technology.

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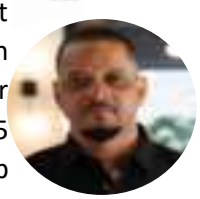
2024 TV Shootout® Calibrators

Cecil Meade, TV Shootout calibrator. Cecil of Classy Tech Calibrations is an ISF Level-3 certified professional calibrator, an advanced display evaluator and consultant. He provides services for professional video establishments, video & film grading studios, display technology companies, home consumers/enthusiasts and more. Cecil does multiple monthly tours across the US to offer services in as wide an area as possible, not just densely populated cities. Cecil also produces technical and educational videos on displays, calibration and other AV products.



DeWayne Davis, TV Shootout calibrator. DeWayne is the CEO of Audio Video Fidelity, a Consulting entity that specializes in the calibration of various display technologies used by Home & Commercial Theater clientele, North American studios/content creators, and mainstream consumers. DeWayne also partners with CE companies for display development projects. DeWayne is ISF Level III certified and has calibrated thousands of displays over his 15 year professional video calibration career. He is well respected in the industry and is considered to be one of the top three video calibration experts in the world. He was also involved with the UHD Alliance specifications for HDR video.